HEAD OF VISITOR EXPERIENCE

The Army Flying Museum at Middle Wallop, Hampshire, tells the story of British Army aviation—from the earliest use of balloons in military operations in the late 1800s to today's Army Air Corps, which has served with distinction around the world, including on combat operations in Iraq and Afghanistan.

We welcome around 80,000 visitors to the site each year, including 55,000 Museum visitors, and these numbers continue to grow. Over the past decade, we have completed a major capital project to transform the Museum, become the first museum in Europe to display an Apache AH-Mk1, developed a successful events programme—including our annual flagship event, Wallop Wheels & Wings, now in its seventh year—and strengthened our trading company so that it generates an annual profit to support the Museum.

One of our strategic aims for the next five years is to be "a great day out for all the family", and this role will be central to achieving it. We want every visitor to enjoy the best possible experience—whether spending a full day exploring the Museum with three generations of their family or stopping for a coffee on the way to Salisbury. We are looking for someone who can make an immediate contribution, work collaboratively with our excellent team and help shape this exciting next chapter for the Museum.

SALARY: £33,600 per annum (£42,000 full-time equivalent)
HOURS: 30 hours per week (some evening and weekend work will be required. Flexible working will be considered although this role is mostly based on-site.
CONTRACT: Permanent (subject to a 6 month probation period)

How to Apply

Applications consisting of a cover letter (no more than 2 pages) detailing your suitability for the role and a current CV should be emailed to chiefexecutive@armyflying.com or sent to:

Lucy Johnson, Chief Executive, Army Flying Museum, Middle Wallop, Hampshire, SO20 8FB

Closing date for applications is **12 noon on Wednesday 04 November 2026.**
Interviews will take place on **Wednesday 11 November 2026.**

The Army Flying Museum welcomes applications from all sectors of society and follows a policy of non-discrimination on the basis of race, religion, colour, gender, age, nationality or disabilities.

The Army Flying Museum is a company limited by guarantee registered in England no. 2109510 and a registered charity no. 297897.

ARMED FORCES COVENANT
EMPLOYER RECOGNITION SCHEME
GOLD AWARD
Proudly supporting those who serve.

ACCREDITED MUSEUM

JOB DESCRIPTION: HEAD OF VISITOR EXPERIENCE

Salary: £33,600 per annum (£42,000 full-time equivalent)
Location: Army Flying Museum, Middle Wallop, Stockbridge, Hampshire SO20 8FB
Hours: 30 hours per week
Reports to: Chief Executive
Responsible for: Events & Programming Officer, Education Officer, Café Supervisor and Reception Staff
Contract: Permanent, subject to a six-month probationary period

Purpose of the Role

The Head of Visitor Experience will provide strategic and operational leadership for the Army Flying Museum's visitor offer. The postholder will grow and diversify audiences, strengthen visitor engagement and lead the development of the Museum's commercial activities through its trading company. The postholder is also the Event Manager for the Museum's annual fundraising event, Wallop Wheels & Wings. As part of a small, collaborative team, this is a hands-on senior role for someone who combines strategic thinking with confident delivery and is motivated to shape the Museum's future.

The postholder will:

- Champion an outstanding and inclusive experience for every visitor to the Army Flying Museum
- Contribute to the effective strategic and operational management of the Museum as a member of the Senior Management Team
- Develop, deliver and evaluate the Museum's Audience Development Plan
- Lead the planning and delivery of Wallop Wheels & Wings, the Museum's annual flagship fundraising event
- Oversee high-quality events and learning programmes that engage and inspire visitors of all ages throughout the year
- Grow earned income from admissions, public events, retail, catering and room hire
- Ensure the Museum's commercial activities are financially sustainable and deliver agreed targets

The postholder will lead a broad portfolio, with particular emphasis on increasing visitor numbers and engagement, widening and diversifying audiences, and improving commercial performance. Planning for Wallop Wheels & Wings takes place throughout the year, with the greatest operational demands typically falling in June and July.

<u>Key Responsibilities</u>

Audience Development and Events

- Develop and deliver a dynamic, evidence-led Audience Development Strategy covering visits, public events and learning
- Research audience needs and identify opportunities to grow and diversify participation
- Lead the Museum's Events Strategy, ensuring that programmes attract new and returning audiences
- Work with the Events & Programming Officer to deliver a varied, high-quality annual programme of public events
- Develop promotional packages that extend reach and increase ticket sales
- Work with the Events & Programming Officer to increase group bookings and visitor spend
- Work with the Marketing Manager to monitor and evaluate marketing campaigns, website performance and online content, using insight to improve future activity

Wallop Wheels & Wings Event Management

- Lead the planning, development and delivery of the Museum's annual flagship event, Wallop Wheels & Wings (W3), taking place on **Saturday 10 July 2027**
- Work with the Event Organiser (CEO) to agree the annual budget and income targets
- Develop the event's ground programme, including the Discovery Den, children's activities, traders, caterers, living history and static aircraft
- Chair internal W3 team meetings, maintain clear action plans and ensure milestones are met
- Work with the Marketing Manager to agree and implement ticketing procedures
- Work with the Events & Programming Officer to coordinate the booking of exhibiting cars, motorbikes and aircraft
- Recruit, coordinate and brief volunteer teams
- Work with the external event team to support the safe use of Middle Wallop Airfield
- Act as Silver Command on the day, with responsibility for operational delivery in conjunction with Gold Command (Chief Executive)

Commercial Activities and Business Development

- Lead all Trading Company activity, including the café and shop, to achieve the targets agreed in the annual budget
- Agree on-site sales targets with the Chief Executive and implement strategies to maximise spend and profit per visitor
- Develop and test new income-generating initiatives
- Work with the Development Manager to increase, secure and deliver the provision of corporate events and the hiring of the Conference Room
- Regularly review café and shop product ranges, offers and pricing to maintain relevance, value and competitiveness
- Identify and act on opportunities to raise awareness and generate additional income

Retail and Catering Management

- Take overall responsibility for the Museum's EPOS systems (ProPoint and DigiTickets), including till configuration, stock records and the online shop
- Develop the shop's product range to sustain visitor interest and sales throughout the year
- Manage reception rotas and ensure shifts are allocated fairly across the team
- Maintain accurate stock controls and prepare for the annual stocktake with the Head of Finance and the reception team
- Work closely with the Café Supervisor to monitor performance, income and expenditure, and maintain agreed gross profit margins
- Work with the Café Supervisor to develop cost-effective function menus and ensure that corporate events achieve agreed profitability targets

Customer Service

- Ensure the team delivers consistently welcoming, inclusive and high-quality customer service
- Provide operational cover at reception and in the cafe, including lunch breaks, when required

Leadership and General Responsibilities

- Line-manage the Events & Programming Officer, Education Officer, Café Supervisor and Reception Staff, including objective-setting, regular supervision and annual appraisals
- Prepare clear, timely written reports for colleagues and Trustees
- Help maintain strong relationships with the Army Air Corps and other stakeholders
- Monitor the cleanliness, presentation and condition of the café, reception and shop areas
- Undertake other duties that may reasonably be required within the scope of the role

Person Specification

Essential Criteria

- Successful experience in a senior management role, including leading and developing a team
- A strong track record of developing and delivering effective, innovative audience development strategies
- Significant experience of planning and delivering large-scale public events
- Significant experience of growing income and managing commercial operations in a comparable organisation or business
- Strong digital skills, including Microsoft Word, Excel, PowerPoint and Outlook, together with basic design capability
- A high level of numeracy, with experience of setting and managing budgets and delivering to tight timescales
- Excellent attention to detail, accuracy and visual presentation
- The ability to think creatively, solve problems and turn ideas into practical action
- The confidence to use initiative, prioritise effectively and work independently
- Strong interpersonal and communication skills, combined with energy and enthusiasm
- An interest in military and aviation heritage

Desirable Criteria

- Experience of working in a cultural, heritage or charitable organisation
- Experience of using website content management systems
- Experience of EPOS systems, particularly ProPoint and DigiTickets
- Knowledge of customer relationship management systems
- Experience of recruiting, supporting or working with volunteers
- Front-of-house experience in a visitor-facing environment
- Awareness of the opportunities and challenges facing the charitable, heritage and education sectors

Employee Benefits

- 25 days holiday plus the statutory bank holidays (pro-rata for part-time employees)
- Enhanced sick pay (4 weeks full pay per 12 months)
- Access to 24/7 GP appointments for you and your family
- Option of flexible working
- Free parking on site
- Five family tickets to the Museum per year for your friends and relatives
- Employee Assistance Programme
- 30% discount in the café
- 20% discount in the shop and for events
- One family ticket to Wallop Wheels & Wings in July (you will be expected to work on that day)

Terms and Conditions

Extract; full terms and conditions are available on request.

Hours of work: This is a part-time, permanent position based on 30 hours per week. Some evening and weekend work will be required. Flexible working will be considered, including an element of home working, subject to the needs of the Museum. Overtime is not paid; time off in lieu is available.

Annual leave: Full-time employees receive 25 days' annual leave, plus the statutory bank holidays. This is pro-rata for part time employees. Wherever possible, annual leave should be taken within the financial year in which it is earned.

Notice period: Following successful completion of the six-month probationary period, the postholder will be required to give 12 weeks' notice.

Pension: The Army Flying Museum participates in the government's workplace pension scheme.

Recruitment Timetable

- **Application deadline:** 12 noon on Wednesday 4 November 2026
- **Shortlisted applicants notified by email:** Friday 6 November 2026
- **Interviews:** Wednesday 11 November 2026

If you have a disability, please let us know in your application. The Museum is committed to interview all disabled applicants who meet the minimum criteria for a job vacancy and to consider them on their abilities.

We are proud to support our Armed Forces and are an Armed Forces Covenant Gold Award Employer. We offer a guaranteed interview for veterans and service partners / spouses who meet the minimum requirements for the role if you declare this in your application.

We regret that we may not be able to contact every unsuccessful applicant. If you have not heard from us by Friday 06 November 2026, please assume that your application has not been successful.

Thank you for your interest in the Army Flying Museum!